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| **TOU 2215 International Tourism Business** | **Course Title:** | |
| **Course Description:**  Course provides students with knowledge and understanding of international tourism. Students in-depth understanding of international tourism business is important in terms of operations, resource distribution, its impacts and policies | | |
| **Course objectives:**   * To provide students with a thorough knowledge and understanding of international tourism as both an economic and social phenomenon. * To provide students with a critical understanding of the world within which tourism occurs. * To prepare students for an international career in the tourism industry by providing a global perspective and experience in the tourism industry. | | |
| **Course Outline:**   * Introduction: Local, regional and international companies * International Tourism Policy and Planning, * Strategic Management of Tourism, * World Tourism perspectives: current trends, views and patterns of international tourism * Global tourism marketing management * International e-Business applications * Multinationals in travel and tourism: International tour/travel companies and branching * International hospitality and hotel management * Regional integration and travel * Global foods and wines tourism * International travel fairs and investment campaigns | | |
| **Learning Objectives:**   * Have the knowledge and skills to take up an international tourism career. * Appreciate the international status of tourism * Appreciate the role of tourism in international relations. | | |
| **Method of Teaching/Delivery:**  Lecture Hours – 30  Tutorial Hours – 15 | | **Mode of Assessment:**   * Course Work * Final written Exam |
| **Reading/Reference Materials:**   * Bull A. (1992). The Economics of Travel and Tourism. 2nd edition. Addison Wesley Longman Australia Pty Limited. P.192-208 * Coles Tim, Hall C. Michael (2001). International Business and Tourism: Global Issues, Contemporary Interactions. Published by Routledge * Philip, P. (2002): International Tourism - the new engine of the Cuban economy. Published by the Lexingstone Institute, Virginia. * World Tourism Organisation (WTO 2009, 2010) Co-operation and Partnerships in Tourism – Global Perspectives. UNWTO | | |